



Euromonitor
International

Sun Care in Guatemala

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sun protection gains ground as core element of preventative beauty regimes
- Focus on expanding sun protection habits to mass segment
- Expansion of the pharmacy channel drives premiumisation in sun care

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- Early adoption of sun protection products will drive future growth
- Increased segmentation by age will enhance product relevance
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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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